

## ORDER

Orders	Order / Rev:	169318
	Alt Order #:	06373518
	Product Desc:	THOMPSON FOR SENATE
	Estimate:	2925
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL



WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Strategic Media Placement
	Buying Contact:	Whitney Eversole
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poll/T Thompson/R/Sen/WI
	Demographic:	A50+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00 \_\_\_\_\_  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	35	\$16,950.00	\$14,407.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$16,950.00	\$14,407.50	0.00
Totals	35	\$16,950.00	\$14,407.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WDJT-TV-LP	14%	\$16,950.00
Market	100%	\$121,071.43

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$41,164.29
WITI	31%	\$37,532.14
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$25,425.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/16/12	10/19/12	Morning News M-F 6a - 7a	DM	6a-7a	-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4				\$50.00		0.00			
E 2	WDJT	10/22/12	10/22/12	Morning News M-F 6a - 7a	DM	6a-7a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$50.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	-----1	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1		1		\$750.00	0.00					
E 4	WDJT	10/21/12	10/21/12	Sun 1030a-11a Green and Gold Game Day Live	CM	1030a-11a	-----1	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1		1		\$400.00	0.00					
E 5	WDJT	10/16/12	10/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4		\$350.00	0.00					
E 6	WDJT	10/22/12	10/22/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	1-----		1		\$350.00	0.00					
E 7	WDJT	10/16/12	10/19/12	M-F 5pm News M-F 5pm News	CM	5p-530p	-TW-F--	:30	3	\$200.00	P-2	0.00 NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TW-F--		3		\$200.00	0.00					
E 8	WDJT	10/22/12	10/22/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	1-----		1		\$200.00	0.00					
E 9	WDJT	10/16/12	10/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	:30	4	\$750.00	P-2	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4		\$750.00	0.00					
E 10	WDJT	10/16/12	10/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	4	\$750.00	P-2	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4		\$750.00	0.00					
E 11	WDJT	10/22/12	10/22/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	1-----		1		\$750.00	0.00					
E 12	WDJT	10/16/12	10/21/12	M-F Late News M-F Late News	CM	10p-1035p	-TWTFSS	:30	6	\$800.00	P-2	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTFSS		6		\$800.00	0.00					
E 13	WDJT	10/22/12	10/22/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	1-----		1		\$800.00	0.00					
E 14	WDJT	10/20/12	10/20/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11p-1p (2:00 PM-5:00 PM)	-----1-	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1-		1		\$250.00	0.00					
N 15	WDJT	10/20/12	10/20/12	Sat 5pm News Sat 5pm News	CM	5p-530p	-----S-	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1		\$200.00	0.00					
N 16	WDJT	10/21/12	10/21/12	Sun 530pm News Sun 530pm News	CM	530p-6p	-----S	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S		1		\$200.00	0.00					
Totals													35	\$16,950.00